

ELLA GRANTS FOR 2011 ENGAGED LEARNING IN THE LIBERAL ARTS

Application for Funding



College of Humanities and Social Sciences, Utah Valley University

On December 6, 2010, the ELLA Committee will begin accepting proposals for projects in the calendar year 2011. The committee will continue to accept proposals throughout the year for recommendation to the Dean as long as sufficient funding remains. Initial funding decisions will be made beginning December 15, 2010.

Please submit your completed written application to:

Jolene Arnoff
Dean's Office
College of Humanities and Social Sciences
LA 209
(801) 863-8743

GENERAL INFORMATION	
Name:	Stephen L. Whyte
Department:	Communication Department
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PROJECT					
Date of Application:		December 6, 2010			
Title of Project:		Boston PR			
Others Involved in the Project:					
Name:	Farah Chase Dunn	Faculty		E-Mail:	chasefa@uvu.edu
Name:	Grant Flygare, Director, Student Involvement	Administration		E-Mail:	grant.flygare@uvu.edu
Name:	Michael Snapp, Director, Career Development Center	Administration		E-Mail:	snappml@uvu.edu

ABSTRACT FOR PROPOSAL
<i>Not to exceed 500 words. Please include project time-frame and specific objectives, and discuss how the project will contribute to the goals of engaged learning. Use a separate sheet and attach it to this application.</i>

PROJECT ASSESSMENT AND RELEVANCE TO ENGAGED LEARNING IN THE LIBERAL ARTS.

- 1) ELLA funding not only encourages projects in engaged learning, but will provide you with opportunities to enhance your professional development as well. How will your proposal complement your teaching, service, and scholarship?

The proposed ELLA funding for Boston PR will allow me and UVU PR students to engage in the next level of competency and professionalism. Teaching: Being exposed to the most up-to-date PR industry trends and advancements used by the practitioners and organizations with whom we will meet will enhance my teaching ability to ensure our students are head and shoulders above the competition when they enter the job market. Service: Having worked in Boston, I will open my rolodex of PR and communication professionals located in top-tier PR firms, media, government, education, travel/tourism, sports/entertainment, etc. to our PR students. Scheduling appointments and preparing the students for these once in a lifetime opportunities will also enhance the reputation of UVU and the Communication Department. Scholarship: Directing my applied strategic and tactical approach to PR with the individuals and organizations in Boston will further my understanding of and professional competency in the global public relations community.

- 2) How do you intend to assess and measure the results of your grant? (At the conclusion of the grant year recipients will be asked to discuss informally the results of their projects with ELLA committee members.)

Each student will be required to: 1) keep a journal of their experiences, 2) write a paper summarizing the personal and professional value of the trip, 3) post a blog about their experiences to share with other PR students, 4) share their experiences and new knowledge gained on the trip with their upcoming PR classmates during Communication classes and with the UVU Public Relations Student Society of America (PRSSA) Chapter. In addition, follow-up with each appointment will be made to further open the doors for future PR internships. Surveys will also be administered to the students, and those with whom we will meet regarding the experiential areas provided by the requested funding.

BUDGET INFORMATION

Amount Requested:

\$8,000.00

Has previous ELLA funding been requested?

Yes

If yes, when?

Spring Semester 2010

OVERVIEW:

The purpose of this ELLA grant application is to propose a collaborative engaged learning experience in Boston, a PR melting pot for the U.S., for Utah Valley University Public Relations students and professors. Objectives of the trip include helping students make out of classroom connections to real world public relations professionals and globally driven organizations. Students will have face-to-face meetings with industry leaders over a three-day period and will be required to keep a journal, write a paper, make presentations in UVU Comm courses and to the UVU Public Relations Student Society of America students upon their return (a combined impact of 150+ comm. students). Benefits to the students include faculty mentored learning, contacts with potential employers and improved strategic skills in research, relationship development, application of knowledge and creative problem solving. Benefits to the University include opening doors for internship opportunities and career placement of UVU alumni and elevating the reputation of the University.

Funding in the amount of \$8,000 is requested, enabling 10 students and 2 faculty members to experience "Boston PR", which will also positively impact 150+ communication students. To create a vested interest and help them have a more meaningful experience, students would be required to contribute a non-refundable contribution toward the overall cost of the trip. A Financial overview of university support and estimated expenses is enclosed.

PROBLEM / SOLUTION:

Universities throughout Utah provide engaged learning opportunities in Boston for their PR students. UVU currently does not offer these types of opportunities. While other top-tier universities throughout the nation take their PR students to Boston, most UVU Public Relations students have never had an opportunity to go to Boston – one of the key PR cities in the nation. This grant would give UVU the opportunity to forge relationships for future student internships. For UVU students that are planning to pursue PR as a profession, being introduced to the real-world complexity of the PR profession, meeting the key players and seeing the mechanisms that drive PR initiatives for our entire nation and world is a must-have experience that will put UVU students head and shoulders above the competition when they enter the job market.

PROJECT RELATED ACTIVITIES & TIMELINE:

Advertising: Advertisement of the trip would take place through the PR program at UVU, specifically targeting juniors and seniors. Methods would include: fliers, Blackboard Announcements, Twitter, Facebook, email, career services announcements, etc.

Student Selection: Student applications would be reviewed by a selection committee composed of the Communication Department's faculty and staff.

Itinerary Scheduling:

While it is difficult to determine specific appointments this far in advance, very likely appointments will include:

- Boston Globe (Emphasis: media relations)
- M.I.T. (Emphasis: PR in higher education)

- Boston State Capital (Emphasis: PR in government)
- Plimoth Plantation / Mayflower (Emphasis: PR in travel/tourism)
- TD Garden (home of the Boston Celtics and Boston Bruins) (Emphasis: PR in event planning/sports & entertainment)
- Boston Red Sox and Fenway Park (Emphasis: Sports PR)
- Boston Harbor Cruises – Whale Watching Company (Emphasis: Travel/Tourism and environmental PR)
- Fleishman-Hillard – International Communications (Emphasis: PR Firms)
- Hill & Knowlton (Blanc & Otus) – International PR Firm (Emphasis: PR Firms)

Student Research: All students selected will be expected to become cohorts in preparation for the trip by doing background research on the editors/reporters, executives and organizations with whom we will be scheduled to meet. Student participation in this valuable exercise will prepare them to ask relevant questions and cultivate respect for the individual's credentials and time.

Trip Preparation: All participants would be required to attend three information/training sessions prior to the trip.

Timeline:

December 16	Begin advertising
January 7	Application deadline
December 10-11	Review and determine finalists for interviews
January 12-13	Interview finalists and select participants
January 13	Notify participants
January 18	First information/training session
February 15	Second information/training session
March 8	Final information/training session
March 14	Travel to Boston
March 15-17	Appointments in Boston
March 18	Travel to Utah
March 25	Student papers due
March 28 – April 1	Students speak in communication classes and present to PRSSA

2011 Boston PR
Financial Overview

Operating Expenses	
Airfare	\$ 5,394.00
Hotel	\$ 2,842.00
Ground Transportation (airport shuttles in Boston, subway, parking, rental car)	\$ 810.00
Food	\$ 2,250.00
Entrance Fees	\$ 680.00
Printing briefing books for students	\$ 44.00
Thank you gifts for the executives with whom we will meet	\$ 50.00
Total	\$ 12,070.00
Wages & Benefits	
Faculty Stipend for Stephen Whyte to compensate for the small portion of the time spent planning and executing this project	\$ 1,000.00
Total cost of full-time benefits	\$ 230.00
Total	\$ 1,230.00
Total Expenses	\$ 13,546.00
Income To Off-set Total Expenses	
Total amount of other sources (e.g. Department, PRSSA Club)	\$ 400.00
Student fee of \$400	\$ 3,200.00
Office of Student Involvement	\$ 2,000.00
Total	\$ 5,600.00
Total amount of funds requested	\$ 17,946.00
Explanation of costs and calculations:	
Airfare: (10 tickets at the current airfare cost of \$539 per ticket); Hotel (4 rooms at a cost of \$710.73 for 4 nights); Ground Transportation (Boston airport shuttles (\$200), subway tickets (\$150), parking (\$70), 1 day rental van and gas \$300)); Food (10 people, \$45 per day, 5 days); Entrance Fees for Boston venues (Plimoth Planation/Mayflower \$28 per person, 10 people and Boston Whale Cruise \$40 per person, 10 people); Printing briefing books (\$4 for printing and binding of 11 briefing books); Thank you gifts (5 UVU gifts at \$10 a piece)	